

# Improving Flu Vaccine Acceptance through Community Partnerships



**Syvera Hardy, RN**  
**San Diego Black Nurses Association**

**Tania Farley, MS**  
**San Diego Immunization Coalition**



# Topics of Discussion

- History of SDBNA
- Our Flu Vaccine Program
- Where we serve
- Our Process
- Partners Matter
- Challenges & Successes



# SDBNA and Its Mission

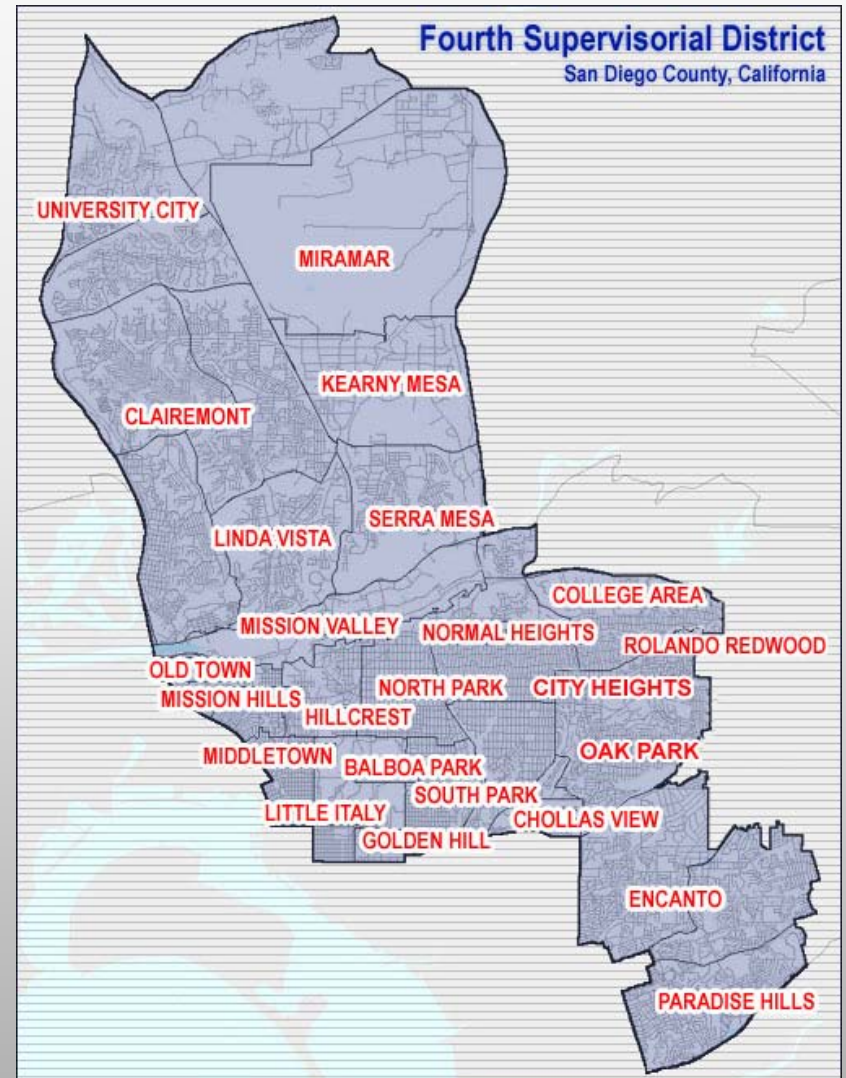
- Mission: To decrease health disparities through advocacy, education and health promotion.
- 501 C 3 organization
- Provides health education and prevention services in the community
- Teach and educate others about the SDBNA and Health concerns
- Work year round work to educate & support the community at health fairs, events and by offering services valued by the community.

# SDBNA Partnerships – partial list

- AARP - Metro District
- 4<sup>th</sup> District Sr. Center
- Grossmont Hospital Seniors Center
- American Cancer Society
- American Heart Assoc.
- American Stroke Assoc.
- CA Black Health Assoc.
- California Endowment
- CA Health Improvement Partners
- Care view Medical Center
- Community Health Group
- Non-Profit Manage Solutions
- Philippine Nurses Assoc
- SD County HHSA
- SD County IZ Coalition
- SDNA Hispanic Nurses
- St. Stephens COGIC
- Susan G. Komen Foundation
- Jackie Robinson YMCA
- USCD/SDSU CANCER PARTNERSHIP
- CA Partnership for Access Treatment (CPAT)

# Our Target Area

- Southeast San Diego
- Zip codes: 92113-4 & 92105
- Lower income area
- Limited health resources
- Predominately African America and Latino
- Increased number of Asian families
- We know the community and understand its needs!



# Outreach Efforts - our way

- Instill trust
- Be consistent
- Offer quality service
- Know your community stakeholders and gate keepers
- Develop and foster strong partnerships
- If it is working, keep doing it and build on the effort



# Our Community Influenza Vaccine Kickoff Event & Clinics

- In 2003 - began outreach to increase access to and acceptance of the influenza vaccine within the African American Community with in South East San Diego
- Partnered with the CHIP to set up the first Community Influenza Vaccine Kickoff event.
- Offered 8 flu vaccine clinics our first year
- Continue to use these models to bring the community in and get the message out...

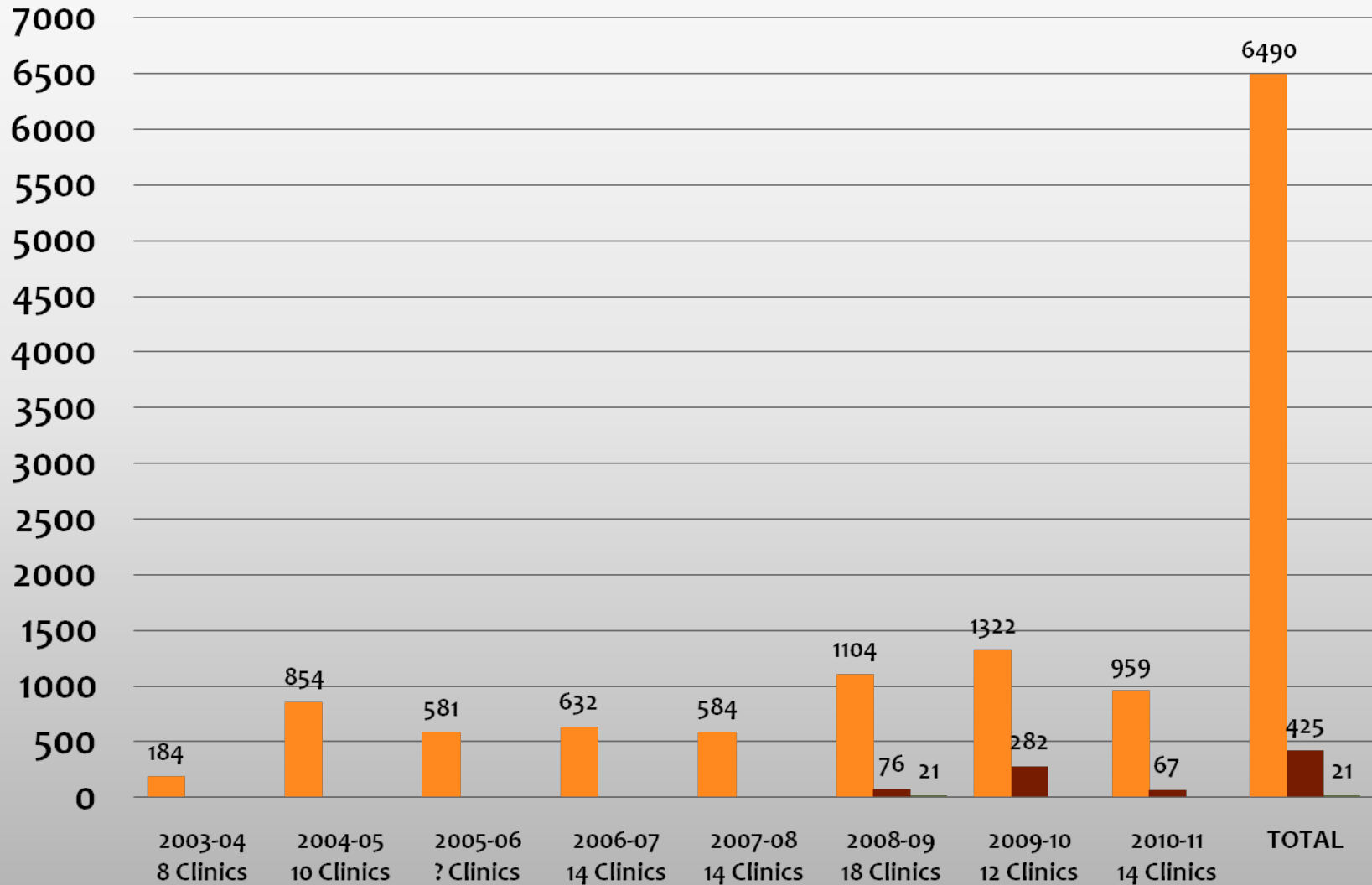
# Locations of Influenza Clinics

- Churches
- Senior Community Centers
- Libraries
- Recreation Centers
- Senior Apartments
- Dr. Butchers Office - special Flu Clinics.



# San Diego Black Nurses Flu Vaccine History

■ Seasonal 
 ■ Flu Mist 
 ■ Pneumonia

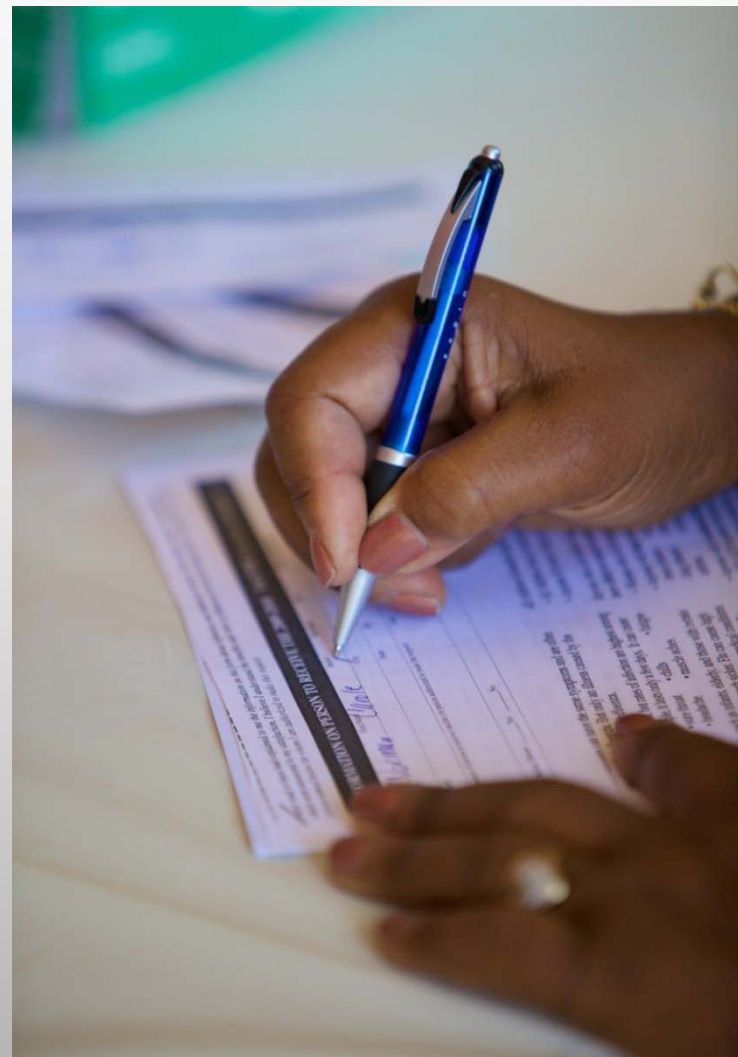


# **Kick Off Event logistics**

- **Secure Location and site selection**
- **Gather Vaccine and Ancillary Supplies**
- **Prepare forms**
- **Invite San Diego Immunization Registry support**
- **Call on volunteers**
- **Plan for and secure Media Support**
- **Advertise the events**
- **Invite Community Resources**

# Liability

- Always a concern
- Dr. Butcher – signs off on the event
- SDBNA carries liability for its nurses
- Require liability coverage letters from schools of nursing and others that volunteer as vaccinators
- Facility liability is covered by Partners/AARP



# **FREE** Community Flu Shot Clinic & Meet the Pharmacist Event

**Friday, September 25, 2009  
10:00 a.m. to 1:00 p.m.**

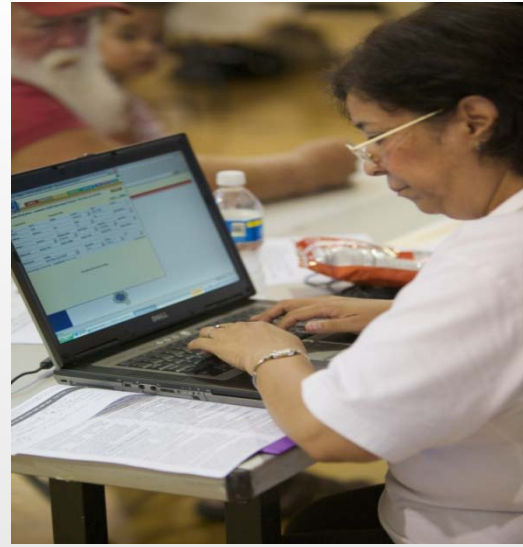
**Martin Luther King, Jr.  
Recreation Center**



This event is sponsored by the San Diego Black Nurses Association  
in partnership with following organizations:



**AARP California State Office &  
AARP San Diego Metro Chapter 4916**



CIC Immunization Summit 2011



CIC Immunization Summit 2011

# Our Partnerships Matter

- AARP - Metro
- SDIC
- CHIP
- SDIR - County IZ Branch
- Radio Latina
- County Office of Media Planning
- Nursing & Pharmacy Students
- Community sources and agencies



# Building and Expanding our Horizons

- Flu Mist has been offered since 2008
- Pneumovax donated doses offered 2008
- Involving Nursing & Pharmacy Students in community flu clinics



# Media Outreach

- Press conference – harnessing the power of the media, politicians and others
- Outcomes – use of photos to promote flu season activities
- Radio Latina – on-site radio broadcasting

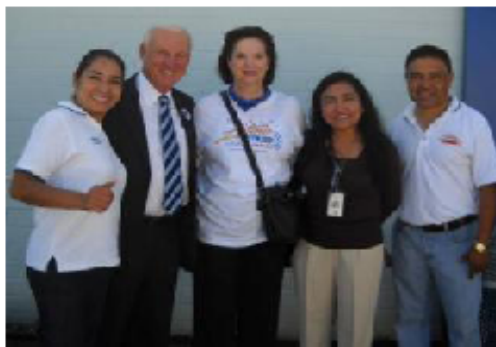




**Community Flu Shot Clinic  
Meet The Pharmacist Event**  
Martin Luther King Community Center, San Diego, CA  
Friday, September 25, 2009 10:00AM – 1:00PM



-Sponsored by the San Diego Black Nurses Association, AARP California State Office, Metro AARP Chapter 4916, San Diego Immunization Coalition, Community Health Improvement Partners (CHIP), County of San Diego Immunization Branch, San Diego Immunization Registry (SDIR) and others.  
-Promoted by XLTN 104.5 FM Radio Latina and hosted by talent Gloria Beltran and XLTN Promotion Team.  
-394 persons received Seasonal Flu vaccines... a record number!



# Challenges

- Sustaining the effort
- **Availability of the Flu vaccine in the future**
- Meeting the demand and expectations of the community
- **Continuing to engage and sustain new partners**
- Staying true to our mission



# For more information:

San Diego Black Nurses Association

Syvera Hardy, RN

Email: [syverah@sbcglobal.net](mailto:syverah@sbcglobal.net)

Website: [www.sdblacknurses.org](http://www.sdblacknurses.org)



San Diego Immunization Coalition

Website: <http://www.sdizcoalition.org>

Contact: 866-358-2966

